

To: Whitley, Christopher[Whitley.Christopher@epa.gov]; Castro, Toni[Castro.Toni@epa.gov]
From: Bond, Shannon
Sent: Fri 12/13/2013 7:54:05 PM
Subject: RE: West Lake Posting for Facebook on Monday 12/16 AFTER 10 A.M.

Good catch, thanks! I'll get these setup and send you an update Monday when they go out.

Shannon Bond

EPA Region 7

Office of Public Affairs

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<http://www.facebook.com/eparegion7>

www.twitter.com/EPAregion7

www.scribd.com/eparegion7

From: Whitley, Christopher
Sent: Friday, December 13, 2013 1:51 PM
To: Bond, Shannon; Castro, Toni
Subject: RE: West Lake Posting for Facebook on Monday 12/16 AFTER 10 A.M.

Thanks for cueing this up.

One thing....Grammatically, your Twitter post needs a tweak: "...has been posted" should be changed to "...have been posted."

(Facebook text refers to “A report of results” (a singular thing), so “has been” is OK there. Twitter refers to “Results...” (plural), so “have been” is needed.)

From: Bond, Shannon
Sent: Friday, December 13, 2013 1:33 PM
To: Whitley, Christopher; Castro, Toni
Subject: RE: West Lake Posting for Facebook on Monday 12/16 AFTER 10 A.M.

Chris and Toni – Here are my edited posts for Monday.

Posting and linking to .pdf files is not ideal, but directing people on how to interact with the webpage is frustrating, especially for users on mobile devices. If we give them an option on FB with the .pdf (and let them know it's a .pdf) and the html version on Scribd, the users have more flexibility. Also, FB handles url links nicely with images from the linked page, so a majority of users just click on the provided image below the post to follow links.

Twitter needs to be directly to html since most Twitter interaction occurs on mobile devices, I've included appropriate hashtags and updated some language such as it is posted, since we know that it is online because we are providing a link.

This is good stuff, and I'm glad to see the web communication initiative, thanks Chris!

Facebook:

A report of results from the third round of seasonal groundwater sampling at West Lake Landfill in Bridgeton, Mo., has been posted. PDF: [LINK directly to .pdf]. Web: [LINK directly to Scribd document]

Twitter:

Results from the third round of seasonal groundwater sampling at #WestLakeLandfill in #Bridgeton, Mo., has been posted. [LINK directly to Scribd document]

Please let me know if you have questions or concerns.

Shannon Bond

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From: Whitley, Christopher

Sent: Friday, December 13, 2013 12:57 PM

To: Castro, Toni; Bond, Shannon

Subject: West Lake Posting for Facebook on Monday 12/16 AFTER 10 A.M.

Toni/Shannon:

Karl wants to share the latest report on groundwater sampling at West Lake Landfill with the public. Martin will be posting the document to the web on Monday morning (12/16) at 10 a.m., and shortly thereafter (once we've confirmed the document has indeed been posted), Karl wants you to put out an alert on Facebook, calling attention to the document's availability.

Here is language for the Monday morning Facebook post:

“A report of results from the third round of seasonal groundwater sampling at West Lake Landfill in Bridgeton, Mo., is available now online. Look under the “Site Documents” section at: http://www.epa.gov/region7/cleanup/west_lake_landfill/index.htm “

If possible, and in addition to this Facebook alert, please also post the document itself (attached to this message) online at Scribd.

I will be traveling with a group of folks to the CAG meeting for West Lake on Monday, and coming back on Tuesday afternoon. If you would, please shoot me a timely email confirming that the post(s) have occurred, or likewise if you've encountered any problems. I'll need to keep Karl and the site team updated on this while we're in the field.

Thanks,

Chris

Chris Whitley

Public Affairs Specialist

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